R.J. Reynolds Tobacco Company

M. J. GOODMAN
Regional Operations Manager
4603 West Chester Pike
Newtown Square, Pa. 19073
610-353-8850
Fax: 610-353-8970

May 7, 1996

RJR Account # 153480
JOHN ZARBANTY
PETER P. DENNIS INC.
1224 S MAIN ST
PHILLIPSBURG, NJ 08865

June Partners Promotion / Salem Buy 2 Packs-Get 2 Packs Free (B2G2F)

To: JOHN ZARBANTY

Salem product has been ordered (see quantities below), as well as the premium/shippers (item # 507743) to pack your June 1996 automatic monthly display shipment to your participating retail accounts. All additional pertinent promotional information is listed below:

UPC Code	Style or Item	# (6m) Cases
12300-12026	Salem King (B1G1F Cases)	2
12300-12226	Salem 100 (B1G1F Cases)	2
12300-12426	Salem Lights (B1G1F Cases)	2
12300-12526	Salem Lights 100 (B1G1F Cases)	2
12300-70373	Premium shipper case	30

These allocations will allow you to build :	30 Shippers
These shippers will service:	12 Retail Stores
Product/Premium Arrival:	May 22, 1996
Ship Date to retail	June 3, 1996
The PO # for this order is:	
SKU Cube:	1.2840
Retail Sales Offer per SKU	20 Offers
Billing per SKU	4 Full Priced cartons
EFT $ Amount	
Non EFT Amount	$854.07

51846 9898

Source: https://www.industrydocuments.ucsf.edu/docs/ykjy0000

Promotion Description: Utilizes self-contained shipper. Shipper has 20, buy 2 packs get 2 packs free offers. 2 Salem B1G1F units should be placed in each B2G2F sleeve to create the offer (5 sleeves of each of the 4 styles listed on page 1 of this letter) should be placed in the shipper.

Ship the number of displays to each account as noted on the enclosed retail account listing.

Attached is a list of retail accounts authorized to receive the packed displays. RJR will reimburse you $28.00 per live 12M case for all displays packed and shipped to retail on a timely basis. this equates to $56.00 (8 cases @ $28.00).

Attached to this letter is a Payment Request form for this promotion. When display packing and retail delivery is complete, sign and date this form. Your RJR representative Lanny Wolfe must sign the form and submit it to out local Operations office for payment.

In addition to packing displays for your own retail accounts, the accounts serviced by the following Sub-Jobbers which you service are included in your allocation. These Sub-Jobbers have been notified to order the completed shippers from you.

P. DENNIS WAM ACCOUNTS 0

Important Note: Due to the rounding of 6m cases of product needed to build this promotion you will have **12** shippers remaining after shipping displays to your accounts. RJR reps. will submit prebooks to order out these shippers (and any others you may have due to refusals etc.) An example copy of this prebook is attached. Please honor only this prebook submitted by our representatives and honor accounts on the enclosed VAP list first.

For additional information or questions please contact your RJR Representative: Lanny Wolfe

As always, thanks for your assistance in the marketing of our products

Warm Regards,

Mark

M. J. Goodman

cc: Lanny Wolfe

51846 9899

Source: https://www.industrydocuments.ucsf.edu/docs/ykjy0000

SALEM BUY 2 PACKS - GET 2 PACKS FREE CLEANUP PREBOOK

IMPORTANT NOTE: The purpose of this prebook is to "cleanup" left over promotion quantities at wholesalers participating in RJR's "Partners Value Added" program. These left over quantities are available on a "first come - first served" basis until quantities are depleted. The quantity of shippers prebooked here may or may not be available for delivery.

Date:_____

Account Name: _____ Retail Account #: _____

Address: _____

City: _____ State: _____ ZIP: _____ Phone: _____

Wholesale Distributor: _____

RJR Representative: _____ Voice Mail Box #: _____
(Dial 1-800 RJR Talk)

Please deliver (if available) the following quantity of Salem B2G2F shippers (each shipper contains 4 full priced cartons).

# of Shippers Requested =======>

Authorized Signature: _____

51846 9900

Source: https://www.industrydocuments.ucsf.edu/docs/ykjy0000

To Phila Rou 5/21/96

Wholesale Partners "Value Added" payment request form

Promotion: Salem B2G2F June 1996 Retail Partners #600819

Note: Payment is based on $28.00 per 12m case of "live" product, packed into displays and delivered to retail accounts as designated by RJR.

Wholesale Partner Name: **PETER P. DENNIS INC.**

RJR Account Number: **153480**

Displays Wrapped and Delivered: 30

Value Added Payment Due: $56.00

Wholesale Partner Signature: _____

RJR Representative: _____

Payment will be mailed directly to the participating Wholesale Partner

==========Operations Office Use==========

Date Processed: _____

Processed by: _____

Voucher #: _____

51846 9901

Source: https://www.industrydocuments.ucsf.edu/docs/ykjy0000

WHOLESALER : 153480 PETER P. DENNIS, INC.
TEMPLATE : 600819 606-00 SAL B2G2F JUNE
TEMPLATE SEQ : 0003
ES LEVEL : 13XXXX

TERR	ACCOUNT	NAME	ADDRESS	CITY	ST	QUANTITY	TAX	CHAIN-ID	SUPPLIER
133001	401397	BACHS DRUG	HIGH & MAIN	HACKETTSTOWN	NJ	1		-	
133001	023626	BAGELSMITH	240 RT. 31	CLINTON	NJ	1		-	
133004	402497	HIGGINS NEWS	68 MAIN ST	FLEMINGTON	NJ	1		-	
133001	412304	JR COUNTRY STORE	RT. 31 NORTH	CLINTON	NJ	1		-	
133001	568245	LOPATCONG CONVEN.	401 BALTIMORE ST	PHILLIPSBURG	NJ	1		-	
133001	075543	R.D.J. SERVICE CENT.	ROUTE 46	GREAT MEADOWS	NJ	1		-	
133001	545013	ROSSNAGLE MOBIL15H8V	RT. 22 & ROSEBERRY	PHILLIPSBURG	NJ	3		-	
133208	839977	BOB'S C-MART & DELI	2134 NORTHAMPTON ST	EASTON	PA	1		-	
133204	184295	GOOSEY GANDER	2499 WILLOW PARK RD	BETHLEHEM	PA	1		-	
133204	654389	KRAUZNER'S FOOD STOR	3750 FREEMANSBURG AVE	BETHLEHEM	PA	1		2712-0000	
133208	216790	RT. 663 SERVICE CNTR	2030 ROUTE 663	QUAKERTOWN	PA	2		-	
133204	433367	UNI MART #14825	1505 PEMBROKE RD	BETHLEHEM	PA	4		3857-0000	

PAGE BREAK TOTAL ACCOUNTS 12 TOTAL QUANTITY 18

TEMPLATE TOTAL ACCOUNTS 12 TOTAL QUANTITY 18

51846 9902

Source: https://www.industrydocuments.ucsf.edu/docs/ykjy0000